

2016 Political Rate Card for November 8th Ohio General Election period (Sep 9th-Nov 8th)
 (this is during Ohio State Football Season and reflects Saturday Gameday rates and demand)

The following classes of spot times reflect the **LEVEL 1** on **WBNS-FM**:

	<u>Mon-Fri</u>	<u>Sat</u>	<u>Sun</u>
6:00AM-10:00AM	\$300	\$300	\$60
10:00AM-3:00PM	\$205	\$350	\$165
3:00PM-7:00PM	\$345	\$375	\$145
7:00PM-12Mid	\$55	\$150	\$35

The following classes of spot times reflect the **LEVEL 1** on **WBNS AM**:
 Note: Stations are simulcast

	<u>Mon-Fri</u>	<u>Sat</u>	<u>Sun</u>
6:00AM-10:00AM	\$20	\$45	\$6
10:00AM-3:00PM	\$12	\$50	\$8
3:00PM-7:00PM	\$18	\$75	\$8
7:00PM-12Mid	\$5	\$45	\$2

The following classes of spot times reflect the **LEVEL 1** on **ONN**

	<u>Mon-Sa</u>
6:00AM- 7:00PM	\$850

The following classes of spot times reflect a **LEVEL 2** or high chance of pre-emption on **WBNS-FM**:

	<u>Mon-Fri</u>	<u>Sat</u>	<u>Sun</u>
6:00AM-10:00AM	\$80	\$12	\$10
10:00AM-3:00PM	\$50	\$28	\$18
3:00PM-7:00PM	\$90	\$20	\$15
7:00PM-12Mid	\$3	\$2	\$2

The following classes of spot times reflect a **LEVEL 2** or high chance of pre-emption on **WBNS-AM**:

	<u>Mon-Fri</u>	<u>Sat</u>	<u>Sun</u>
6:00AM-10:00AM	\$0	\$0	\$0
10:00AM-3:00PM	\$0	\$0	\$0
3:00PM-7:00PM	\$0	\$0	\$0
7:00PM-12Mid	\$0	\$0	\$0

Pricing structures for clearance levels ranging between Level 1 and Level 2 are available upon request. All pricing is based on a :60 commercial duration. **:30's are priced at 80% of a :60 rate.**

ISSUE ADVERTISING RATES:

WBNS-FM:

	<u>Mon-Fri</u>	<u>Sat</u>	<u>Sun</u>
5:30AM-8:00PM	\$300	\$350	\$160
7:00PM-12Mid	\$75	\$150	\$35

WBNS-AM:

	<u>Mon-Fri</u>	<u>Sat</u>	<u>Sun</u>
5:30AM-8:00PM	\$15	\$10	\$8
7:00PM-12Mid	\$ 5	\$2	\$2

ONN:

	<u>Mon-Fri</u>	<u>Sat</u>
6AM-8:00PM	\$1,200	\$350